KARNATAKA STATE AKKAMAHADEVI WOMEN'S UNIVERSITY, VIJAYAPURA

SYNOPTIC NOTE OF THE RESEARCH WORK

"COMMUNICATION TECHNOLOGIES AND WOMEN EMPOWERMENT : A SOCIOLOGICAL STUDY"

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“COMMUNICATION TECHNOLOGIES AND WOMEN EMPOWERMENT : A SOCIOLOGICAL STUDY”

KARNATAKA STATE AKKAMAHADEVI WOMEN’S UNIVERSITY, VIJAYAPURA

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"COMMUNICATION TECHNOLOGIES AND WOMEN EMPOWERMENT : A SOCIOLOGICAL STUDY"

1.INTRODUCTION :

Information and communication technologies (ICT)are a diverse set of technological tools and resource to create,disseminate,store,bring value-addition and manage information.Interestingly,ICT when used as a broad tool for amalgamating local knowledge incubated by the communities with information existing in remote data bases and in public domain heralds the fortation of a new class of society the knowledge society.Knowledge thereby becomes the fundamental resources for all economic and developmental activities in the knowledge society of which women form an equal part.The process of synthesis of knowledge possessed across communities,by men and women,with the global pool of knowledge with the scope for further enrichment lays the genesis for knowledge net working. Knowledge networking pans up anew way of interactive communication between government bodies,NGOs,academic and research institutions, and the civil society.It helps communities both men and women,toall take appropriate steps to recognise and document theknowledge they possess and in reflecting this knowledge in a wider social domain for directed change through the use of information and communication technologies. And knowledge is not a scarcer resource-it is Infinitely expansible and proliferates with its use the capacity to acquire and generate knowledge in all its forms,including the recovery and upgrading of traditional knowledge,is,perhaps the most important factor in the improvement of human condition.Knowledge and its wide spread dissemination in an absorbable and usable forms is therefore,quintessence to initiate the change process for women's'development. Historically,the isolation of women form the mainstream economy and their lack of access to information because of societal,cultural and market constraints have led them to become distant form the global pool of information and knowledge,this distance is reflected in the levels of empowerment and equality of women in comparison to men and has enormously contributed to the slow pace of development It is now a well understood fact

without progress to words the empowerment of women. More women. work today than ever before in 2003 out of the 2.8 billion people that hard work.1.1 billion were women.The share of women with work in total employment has risen slightly in the past ten years to just above 40 percent.However,improved equality interms of quantity of male and female workers has yet to result in real socio-economic. empowerment for womenanequitable distribution of house hold responsibilities,equal pay for work of equal value and gender balance across all occupations.In short,true equality in the world of work is still out of reach. Women face major challenges as a result of changes in the world economy arising form rapid globalization,fast-paced technological progress and growing informalization of work.As a result,as the ILO noteswomen's labour market status has greatly altered.Although women s' representation in the labour force is increasing all over the world-to at least one-third in all regions except.

2.STATEMENT OF THE PROBLEM:

"Communication Technologies and Women Empowerment : ASociological study".

3.REVIEW OF LITERATURE :

1. Anna V and Pillai N.C.(1990) :

Have found among women entrepreneurs in the factors that motivate and compel terms to become entrepreneurs are the ambition to be economically independent unemployment,encouragement by the state Government and its agencies and success stories of other entrepreneurs. They also observed that most women entrepreneurs liked to start their units in their home town or near home and their choice of trade line was influenced by their convenience.

2.Verma,S.K.and Saidu Valulla (1991) : .

From their study on self employed women in have observed that the key factors which make the women in the inferior position are poor economic status,limited choice in decision making infinancial matters and non availability of opportunities for participation in money generating activates.

3. Rao V.M.(1991) :

Studied promotion of entrepreneurship that poor financial status of women was found to be very critical in the promotion of entrepreneurship among womenwant of co operation from family,ignorance about the programmes like insufficient of managerial skills and tradition were some of the hindranceson the way of female entrepreneurship.

4. Mahajan V.S.(1993) :

Conducted a surey on sustainable development of women and found that the women in group activities.Significantly contributed in improving their Self Confidence.Communication Skills are improved after association with SHGs.The memberswere relatively more assertive confronting social evills and problem situations.A fall in incidence of family violence was evident.

5. Batliwala (1994) :

Identified there approaches to women s empowermentthe integrated development approach which focussed on women s" survival and livehood needs. Theeconomic development approaches which aimed to strengthen women s .economic position and the consciousness approach which organized women in to collectives that address the sources of oppression.

6. Rao D.K.(1994) :

Observed and credit and reported that group members usually create a common found by contributing their small savings on a regular basis group managing pooled resources in a democratic way.Consider loan requests and loans are disbured by purposes.Funds are managed meticulously and there is a far greater responsibility and commitments among the members to wards the utilization of the amount for the approved purposes and in repayment.

7. Kartar Singh and Jain (1995) :

In their research paper on evoutional and survival empirical evidences, explanes that there are four stages of group formation,

formating,storming,norming and performing.They identified the factors which have an impact on group formation as all full participation of all members, quality,leadership,communication, some sort of homogeneity among the members and transparency in operations and the group.

8. Gain and Satish (1996) :

Carried the research on the factors affecting groups dynamics and groups functioning such as feeling of solidarity and pervasive benefits form communication skills increased awareness self reliance and transparency.

9.Kalyan (2001) :

Examined resources,agency and achievements, their reflections on the measurement of women empowerment and suggested that emphasis should begiven first to make the communication technologies come out of their. Then according to their needs,interent skills and feasibility they should be encouraged to undertake the micro enterprise in the concerned field.

10. Punithavathy P.and Eswarn R. (2002) :

Conducted research on empowerment of women through micro credit and stated that economic empowerment is the initial aspects of women development.The economic empowerment means greater access to financial resources inside and our side the house hold,reducing vulnerability of poor women to crisis situations of famineerprise in the concerned filed.

11. Awasthi P.etal.(2002) :

Explored the working and impact of on ecomic status of women in warshed areas and pointed out that suffered from lack of motivation back ward and for ward linkages,inadequate provision for marketing and availability of inputs lack of systematic monitoring and follow up the activities.

12. Sunil Agarwal (2003) :

Has underlined the role of appropriate technology to develop women entrepreneurs by building local capacity to improve quality of work life. The

author firmly believes that understanding behind the processes/products will inculcate a scientifictemper among women, which will improve their production efficiency and reduce their drudgery in their day-to-day work. Further, the author has stated that there is need to use science and technology to ease the workload of women inside and outside the house. Furthermore, he recognised the role of knowledge and experience of women in sustainable development. These would facilitate them to function as equal partners in development.

13.Chowdhury (2006):

In his article "Empowering Rural Women through Science and Technology" has pointed out that to develop women oriented technologies for empowerment, the women specific jobs and their perspectives have to be identified. The author presents the following principles for developing technologies for rural women:

(a) to reduce the drudgery in the life of women;

(b) to provide employment opportunities to women;

(c) to improve sanitation and environmental conditions;

(d) to improve the health and nutritional status of women; and

(e) to protect women from hazards.

The author argues that there is an urgent need to recognize women as the technology makers and as technology users. The main contention is to liberate science and technology from its elite structure and reintegrate rural women in a more equitable development process.

14. Arivanandan (2013):

Has analyzed the socio-economic inclusions of women through the two kinds of information and communication technologies i.e. cell phones and internet in rural areas. For the empirical study, The author has found that the accessibility of cell phones is creating decision-making capacity and economic liberalization to women in the study area. Further, most women now search for jobs by using cell phones and personal contacts. This ability to get jobs means

that urban women are earning money, which can go towards the cost of their marriage and that of their siblings.

4. NEED FOR THE STUDY :

*** Knowledge Networking:**

Spaces for women stand to benefit tremendously from the inroads laid by ICT in the domain of knowledge networking. The pertinent question is not whether they stand to benefit but how do they benefit and what are the mechanisms to ensure that the benefits accrued to the women community do not remain restricted to mere trickle-down effects At the very conceptual level, ICT have the potential to digitally link each and every women in the world in a star topology network which opens up endless possibilities for information exchange. This mechanism could be used by women in creative ways, both to communicate with other people who are online, and also to disseminate information to people in the outside world who are not online through the use of convergence and hybrid technologies such as community emails, community radio broadcast, telecentres, newsletters, videos etc. This mechanism forms the skeletal process through which women communities could overcome the constraints of seclusion, mobilise resources and support, reach out new markets, and open up avenues for life-long learning. We could broadly classify the spaces in which women stand to gain under the spheres of Empowerment and Governance.

*Knowledge Networks: Alternate communication channels and information providers:

Access to information can be seen as a central issue concerning empowerment of women. There is no worse forms of human rights violations than to be deprived of the ability to think, create and communicate in freedom. Women in developing countries, however have been traditionally excluded from the external information sphere both deliberately and because of factors which inherently work to their disadvantage such as little freedom of movement, low education-levels etc. Under such circumstances, it is not uncommon for women

to be little aware of information relating to market economy and local governance processes, which impedes their process of empowerment.

*** Knowledge Networks:**

Empowerment through employment of women ICT makes the role of time and distance less significant in organising business and production related activities. As a result of the technology, a high proportion of jobs outsourced by big firms are going to women. Women therefore can work from anywhere and at anytime and raise that extra income to become more financially independent and empowered. Recently, companies like Ford and General Electrics have moved their back-end operations to Asia and employ a large number of women workers having basic information technology and data management skills. New areas of employment such as tele-marketing, medical transcription etc. have also opened up tremendous job opportunities for women. These jobs are definitely under-paid and fall at the lower segment of ICT jobs, nevertheless, they are opening up avenues where none existed before. Significantly, the process of initiating knowledge networking by itself creating jobs in developing countries. Knowledge networking requires skilled and trained knowledge workers who can perform specific tasks of understanding, compiling, analysing, searching, providing value-addition and disseminating information etc. and a number of women get employed in such jobs.

5. OBJECTIVES OF THE PROBLEM.

1. Information and communication technologies (ICTs) are a mirror on society. Social, economic and political structures – relating to gender and to class – influence how women and girls access and use digital ICTs.
2. Digital ICTs can be important resources for women empowerment, but this depends on which women and which context.
3. Through learning new skills and using digital ICTs, women and have been able to build self-confidence, increase their economic power and independence and make better-informed decisions.
4. Digital ICTs can also enable women to communicate with peers online, to exchange information and build solidarity and to lobby decision-makers.

5. But there is only limited evidence that women's individual or collective voice, enabled by digital ICTs, influences government policy and actions.
6. Women's access to, and use of, digital ICTs can challenge gender-based power relations. This can provoke a backlash, including in ways that increase women and girls' insecurity and subordination.
7. The digital divide means that, even if more women use ICTs, gender- and class-based inequalities could still increase overall

6. HYPOTHESES.

1. 1.Establish high level corporate leadership for gender equality.
2. 2.Treat all women and men fairly at work respect and supporthuman rights and non discrimination.
3. 3.promate education training and profession development for women.
4. 4.Implement enterprise developments, supply chain and marketing practices that empower women.
5. 5.Promote equality through community initiatives and advocacy.

7. IMPORTANCE OF THE PROBLEM :

1. 1.Economic Independence.
2. Establishing own credit idea.
3. Establishing own identity.
4. 4.Achivement of the excellence.
5. 5 .Building confidence.
6. 6.Developing risk taking ability.
7. 7.Motivation.
8. 8.Eqal status in society.
9. Greater freedom

8. SCOPE OF THE STUDY :

- Communication technologies and women empowerment

- To faster promote and sustain by all appropriate means the cultivation of science and scientific research in all its aspects pure, applied and educational.
- Ensure that the creative talent of men and women is encouraged equally and finds fall scope in scientific activity.
- Encourage individual initiative for the acquisition and dissemination of knowledge and for the discovery of new knowledge.
- Numbers of women participating I different development programes.
- Greater access and control aver community resource for example credit, co-oparatives, wius etc.

9. FIELD STUDY :

The study area is North Kar natakdistric namely Vijayapura. Communication technologies and women empowerment. I have selected in Vijayapura district.Vijayapura district of 11 Talukas I have selected 4 talukas Tikota, Indi,Sindhagi,Muddebihal, my field work for a sociological study.

10. STUDY LIMITATIONS:

1. The study has some limitations for complete.In this regard of the following limitations on has formulated.
2. This study limited to Vijayapura district.
3. This chapter it self choosen of the women work to communication technologies in the field study itself a along with the field work.

11. METHODOLOGY :

Research methodology is a way to systematically solve the research is done scientifically in it we study the various steps that are generally adopted by a researcher in studying his research problem along with the logic behind them.

Primary data.

The primary data refers to information thatis generated to meet the specific requirements of the investigation at hard on the other hand solve the specific and communication technologies and women empowerment.

1. Primary Sources :

- Observation.
- Interview.
- Mail questionnaire.

2. Secondary Data.

Secondary data refers to information which is collected by a sources external to the firm. There are three masar categories of external data.

- Government sources and publications.
- Business reference sources.
- Commercial agencies.

3. Sampling :

The law of statistical regularity laws down that a moderately large number of items chosen (sample) at random form a large group are almost sure on the average to possess the characteristics of the large groups. For the study randomly sampling were restoreted to, for female of different ages and different socioeconomic aspects women's for the study 350 respondence was selected randomly in the study area.

12. DATA ANALYSIS :

Informationanalysis is concerned with the various tests of significance for testing hypotheses in order to determine with what validity data can be said to indicate some conclusion an conclusions.

13. CHAPTERIZATION :

Chapter-I. Introduction.

1.1Introduction

Chapter-II. Review of the literature.

Chapter-III. Communication technologies and women empowerment.

Chapter-IV. Data analysis and Interpretation.

Chapter-V. Findings, Suggestions and Conclusion.

14. CONCLUSION :

Te diversity of technological interventions utilized to support empowerment is infnite and there is no limit to how ICTs can be implemented in daily lives. Tis study is novel and essential as it comprehensively describes efforts to use ICTs to empower women, and the imperative for collaborations between researchers, program implementers and policy makers to address the persistent gender disparities in the access to and use of technologies. Tis research provides a foundation for future research on the concept of empowerment with ICTs in critical areas of outreach, education, lifestyle, health challenge, prevention, and perception of barriers. Outreach was linked to positive health behaviours such as health promotion and decision-making applications. Education interventions varied from learningsystems to health relationships for knowledge sharing. Lifestyle ICT interventionsof were related to external supports, often peer based, for improving healthful choices such as coaching and planning tools. Health challenges and prevention were relevant to specific challenges intimate partner violence; chronic diseases and health literacy issues respectively. Te final theme of perceptions of barriers reflected experiences by participants respecting uptake, utilization, and ubiquity of ICTs. Each of these areas is well situated for future intervention research and each area brings focal points and imperatives to this emerging research agenda.

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